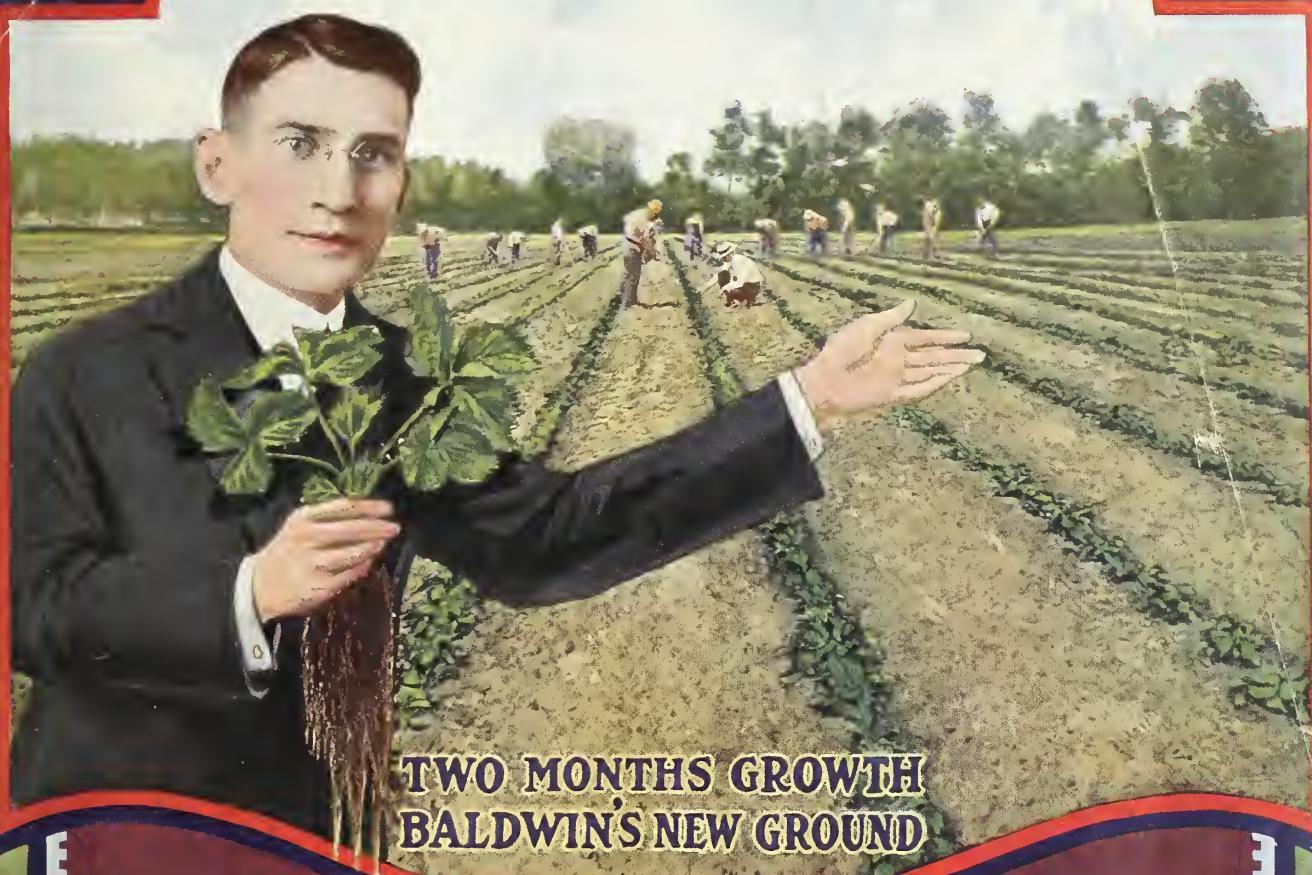


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

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1923



TWO MONTHS GROWTH
BALDWIN'S NEW GROUND

BALDWIN'S NEW GROUND FRUIT PLANTS

O.A.D. BALDWIN
BRIDGMAN — MICH.



BUY BUN SPECIAL *for* BIG PROFITS

NEW GROUND PLANTS
GROWN FOR
PLANTS ONLY

*BUN
SPECIAL*

Our Perfect
Strawberry

Introduced by Baldwin in 1920

Leads in Size, Color and Productiveness

Bun Special is a Perfect Strawberry, and when we tell you this we realize it is a very broad statement. Bun Special is the finest flavored, big, heavy yielding strawberry we ever saw, and the berries are not only very large, but are beautiful bright red in color, and uniform in size and shape—a splendid market, table or canning berry. Last year the demand for Bun Special far exceeded our supply, and we were obliged to return a lot of Bun Special orders unfilled. We don't want to disappoint you this year. Send your order now. (See page 10 for further description.)

Buy Genuine Bun Special from the Introducer

Price, \$12.00 per thousand.

BALDWIN'S

Greeting to Berry Growers

HERE are thousands of Baldwin customers scattered throughout these United States, whom I know in a business way and through correspondence but whom I have never met face to face. It would be a pleasure for me to greet all of you, but since that is a physical impossibility, I am doing the next best—extending to each one of you my right hand of fellowship through this word of greeting which I also want you to accept as an expression of my gratitude for the loyal patronage, support and co-operation so abundantly bestowed, making it possible for us to build our Berry Plant business to its present magnitude.

I want to express to you my confidence in the fruit growers of America. I believe they are interested in life's comforts and enjoyments, and believe in the development of their farm operations, their civic and community affairs. This belief is established because of my many years of experience in dealing with the many thousands of them throughout the entire country. Wherever there are berry growers, you will find a happy, healthy, intelligent, prosperous and progressive community.

The opportunity that my father left me was very inviting. The responsibility was very great. My father pioneered the fruit plant industry in this locality. We have enlarged our plans to meet the growing demands but we have not changed the principles and policies laid down during my father's active life. My home and office are located on the old farm. There is no brighter spot anywhere for me. It has brought to me, and to my family, happiness, comfort and satisfaction, the kind of satisfaction that follows an honest endeavor to build a successful business. The opportunity to serve so many people brings with it a great responsibility. As I have said so many times, I believe that no business can last long that does not make money for the customer as well as for the proprietor. A clean business is one that makes a profit for both the buyer and the seller, and adds to every transaction a large measure of satisfaction. After all, it is not so much how many dollars we have made as it is how clean those dollars are.

In selling plants through the mails, we always look at every sale from a customer's point of view, keeping in mind our own good reputation, nor do we forget the human interest that should attend every transaction. There are three reasons why honesty is the best policy: It is right—it pays—and it satisfies. I want to again

remind you that our location is particularly desirable for fruit plant production. Our new-ground plants have made for themselves a lasting reputation. Repeat orders prove this fact. Our community is composed of fruit growers who are intensive farmers, growers of small fruits and fruit plants. Berrien County is the acknowledged largest and best small fruit growing and plant producing county in the United States. It is a happy community, a prosperous community, good people, good farms and good homes.

We have been passing through a period of readjustment. The world at large is still in a quandary of doubt. Settlements of misunderstanding and discontent depend, to a very great degree, upon the faithful performances of duty on the part of our farmers. The stability of agriculture insures our safety. Fruit growers have their part to play in this great national drama. It calls for the best that is in us. Let us be wise in our plans and faithful in our performances, making the most out of our conditions and our opportunities.

We are again well favored with an abundant stock of good, small fruit plants. Baldwin's Strawberries, of known and tested varieties, have been developed through Baldwin's processes on all new ground, to a very high degree of productivity. This catalog conveys to you the absolute truth with regard to every description made in it about the plants that we have to sell you. We are making no extravagant claims—we are presenting to you dependable facts worthy of your consideration. My customers know this to be true. It is due to their splendid co-operation that Baldwin's Big Berry Plant business has grown to its present magnitude. You have my promise to serve, as I have always tried to do, in the best possible way. It is my hope that our relationship will continue pleasantly and profitably throughout future years as in the past. We invite your patronage in the belief that we can give you a satisfactory service. Your order will be carefully filled with stock we guarantee, when you want it. We know our plants and service will please you.

Very truly yours,

O. A. S. Baldwin.

BALDWIN HISTORY

BALDWIN'S Berry Plant business was started in 1889. We packed our plants, at that time, in a hen house 10 feet square, as shown in the illustration. Five years later, our business required a packing house 16 x 20 feet; and after another five years we doubled this room, making it 16 x 40 feet, as shown in the reproduction in the center of this page. We have since added to this space until we now have 5,000 square feet, used entirely for storing and packing our plants. (See picture at bottom of this page). These packing houses and storage cellars are equipped with freight elevators and all modern conveniences for handling rapidly our stock during the packing season, in the best possible manner.



Our First Packing House in 1889.

customers get varieties from us that produce profitable returns on their investments, they naturally want to help us all they can, by recommending Baldwin's Berry Plants to their friends. That's an element of growth that yields a satisfaction. We are proud of our increasing number of satisfied customers and friends throughout the country. Write us about your berry plant business, we are always glad to hear from you. If at any time we can be of service to you, do not hesitate to ask us.

We have tried to make it plain to you that quality and service coupled with our new-ground berry plants, have contributed to our great growth. We grow our plants under the personal supervision of Baldwin himself. Consider what this means to you. You are certain of getting plants that are grown in the most careful way, under the best modern production methods, by the man most interested in their quality, in service to you, and in your satisfaction. As a result of Baldwin's personal supervision, our customers have great success in producing paying crops of first class fruit.

We grow nothing but plants and grow them by the millions. None of our plants are allowed to fruit on our farms. The plants you get are the most vigorous and healthy you can buy—no strength is wasted in fruiting, all goes into the new plants. When we dig your plants we dig the whole row, throwing out the small end-runner plants that are sold by nursery stock dealers. You are sure of plants that are first class in every way.

A little patch of Red Raspberries on twenty acres of land was the beginning in 1889. The business has expanded until our plant farms now consist of over 700 acres, most of which is well drained, rich, new ground, being cleared as we need more plant land. Our Berry Plant business has steadily grown from the beginning, over a third of a century ago, until now we operate probably the largest fruit plant nursery in the United States. We honestly believe that one big reason for this rapid, healthy growth of our plant business is the fact that we have always given our customers a little more in both quality and quantity than they expected. They have found Baldwin's Plants full of vitality, producing larger crops, and therefore worth more to them. When our



Ten Years Later—Packing House, 1899.



Present Packing Houses, 1923—Baldwin's New Ground Plants Ready for Shipment.

CERTIFICATE OF NURSERY INSPEC- TION.

No. 2563.

This is to certify that I have examined the nursery stock of O. A. D. Baldwin, Bridgman, Michigan, and find it apparently free from dangerous insects and dangerous contagious tree and plant diseases.

This certificate to be void after July 31, 1923.

Bureau of Foods and Standards.

W. P. Hartman,
Director.

Lansing, Mich.
Aug. 12, 1922.



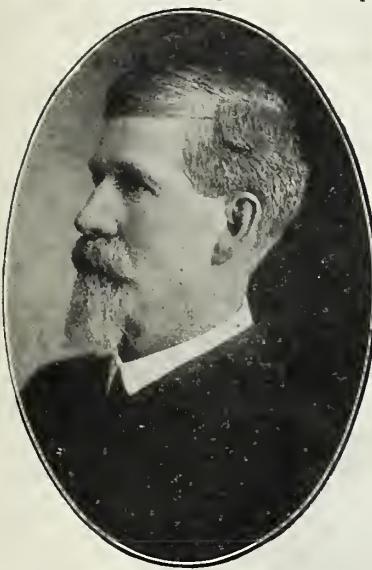
AT YOUR SERVICE

THE production of Berry Plants of the right kind, requires an ability, an experience, and a knowledge of the entire industry. We have in our organization experienced men. Several of them have been in our employ for many years. They are competent to carry on the production of Berry Plants in the most modern and scientific manner. Baldwin, himself, supervises the production of Baldwin's Berry Plants. His men are trustworthy and dependable. Everything produced on Baldwin's Farms has the greatest care. There is no misrepresentation—no substitution without a clear understanding. In short, the customer gets what he orders and he gets the best that Mother Earth can produce under the most favorable circumstances and with the greatest care and attention that human ingenuity or experience can give. To these great influences must be added the other equally important force, namely, motor power. Our plants are transferred from the field to the packing house quickly on our big trucks, after they are dug. They are never exposed to wind or the heat of the sun. Our methods of preparing the soil, planting, cultivating and caring for the plants, are the best for our soils. Our plant fields are prepared and planted in the proper season, insuring a good growth and a full development of plants at the proper time.

As explained, we have our own packing houses, cellars, storage houses, offices and working force, equipped in splendid, modern working order. We claim to grow, sell and ship more Berry Plants than any other nursery, or nursery company, in this country. The greatest care in packing and shipping is exercised to make sure that plants reach their destination in good growing condition. It is by employing improved methods that we are able to produce in larger quantity and at a price as low or below the average. We do not pretend to compete with the hucksters or those who sell plants grown in any old way. But we do claim that our plants are sold as reasonably as could be expected, when all of these improved methods of production are taken into account. Farming today is not only a business but it is a science. It is the biggest business on earth. Growing Berry Plants is a technical business. It requires skill, modern equipment, experience, and good business management. Baldwin's Berry Plants are produced under the most favorable conditions.



O. A. D. BALDWIN
Present Proprietor.



O. A. E. BALDWIN
Founder of the Business.

Our farms are all located within easy access to our packing plant. Berrien County is in the southwestern part of the state, bordering the lake. Everything is favorable for the best plant production. We keep abreast of the times, applying every modern convenience and utilizing every device to facilitate the handling of our extensive Plant business. We modernize our equipment, not alone for the purpose of economy, but for the purpose of producing better stock and the handling of it more rapidly and safely. Baldwin is fully equipped to take care of your Plant orders to your entire satisfaction. No plants are allowed to fruit in our Big Plant farms; and what is more important, all plants are strictly fresh dug for each order. We put no plants in cellars for storage over the winter. All plants are tied 25 in a bunch, 40 bunches to the thousand, and there will be ten hundred or more good, strong, well-rooted plants in every thousand you get.



G. W. R. Baldwin
Office and Sales Manager.



Louis Stanard
General Superintendent.



Lee Ashcraft
Foreman Strawberry Packing



George Hann
Foreman Cane Packing.

BALDWIN

There is a Great Deal in a Name

IT has been our purpose to keep the name Baldwin untarnished and of good repute. We want to emphasize this point because we think it is important for you to know more about us. We have no secret formulas for the proper conduct of our business. It's a plain, every day, hard working, honest serving proposition. Baldwin's name in the berry business stands for first class berry plants, properly shipped, packed and delivered, and that's our chief aim in business. We have tried to tell you something about our business. If you were to visit Bridgman you could see for yourself. We invite you to come to our plant farms. As many as can come will always find a welcome.

Buy Baldwin Berry Plants

We are trying to make it reasonable that our claim for preference as far as the berry plant business is concerned is well founded. We have been very modest in asserting ourselves, preferring that our customers should pass on the good results in their experience in dealing with us.

We are proud of our business. It has grown so splendidly, and yielded such satisfactory results. We have never exploited plants under an assumed name to gain public favor. We have developed some good varieties, but we have found the greatest satisfaction in taking the standard, well known varieties and developing them to their fullest possible fruition. We have sold them true to name. We have made them yield better under our favorable soil conditions and Baldwin's method of production, but when we have done this we have been satisfied. Our customers tell us that they get very much larger yields and better fruit from Baldwin's plants.

GIBSON BEATS THEM ALL.
Sligo, Pa., Oct. 2, 1922.

Mr. O. A. D. Baldwin,
Bridgman, Mich.

Dear Sir:—I want to tell you about my strawberry crop this year. I had the nicest berries I ever saw off the plants that I got from you, and lots of them, too. The Gibson beat them all. Senator Dunlap and Dr. Burrill did very good, but did not come up to Gibson.

Very truly yours,
J. H. HARRIGER.

"Baldwin" Means Quality and Service

We are not boasting at the other man's expense. Our object in calling your attention to our name in this way is with this fact in mind—that is, Baldwin's name is back of every plant we sell. Baldwin is the man behind this plant business of ours. That you may understand clearly what we have tried to say in this book, we invite you to read the following pages; observe our methods of doing business and the advice we offer to fruit growers. We feel very keenly the necessity of emphasizing the difference between Baldwin's methods of berry plant production as against the ordinary method pursued by so many who have not the interest at stake and perhaps do not think as much of their good name as Baldwin does.

Proven Profitable Varieties

There are far too many worthless varieties advertised in most plant catalogs, and as all varieties are generally described as the best, some are pretty sure to be disappointed in the purchase. We call your attention to the fact that Baldwin's list contains stand-

ard and ever-bearing strawberry plants and other small fruits, all recommended by us as good producers and worthy of a place in any man's fruit farm or garden. We have grown and tested several hundred varieties of strawberries in the past ten years, and have discarded worthless ones until our list this year covers only the proven varieties that pay to plant. On the back of this book you will find colored re-

productions of the big money making varieties of strawberries, raspberries and grapes. Premier, Gibson and Aroma strawberries; Victory (red) and Cumberland (black) raspberries; and Concord grapes are all proven money makers.

TWENTY-SEVEN YEARS A SATISFIED CUSTOMER
Detroit, Mich., April 8, 1922.

Mr. O. A. D. Baldwin,
Bridgman, Mich.

Dear Sir:—It is about twenty-seven years since I first bought plants from your father, and have never seen better plants from any other grower. Am always glad to recommend your stock. Am inclosing a couple of small orders.

Yours truly,
E. C. PALMER.

No business can succeed that does not make a profit for the buyer as well as for the seller.



NEW GROUND PLANTS

Why Baldwin's Guaranteed New Ground Plants Are Worth More to You

EVERY plant that Baldwin sells is guaranteed to be freshly dug from new fields grown for plants only. They pay big profits. They are worth more to you. If you could make every acre of your fruit land pay from \$300 to \$1,200 per year, would you be satisfied? Baldwin's customers are doing it. There is a tremendous difference between our strong, heavily rooted, new ground berry plants, and the ordinary plants that are produced as a by-product between fruit rows. Perhaps you have never thought about this important matter, but we want to make it very plain to you that Baldwin's plants are grown the Baldwin way, under his personal supervision, and are stronger in both root and crown. They have the vitality to a much greater extent than if grown between fruit rows. They will grow better for you, produce larger berries and bigger crops than plants being sent out by many nurserymen and dealers who buy most of their plants from fruit growers.

We have made a lot of changes and improvements in our big berry plant business, but we have never wanted to change the policy of square dealing on which our business was established over a third of a century ago: an honest, live-and-help-to-live policy has prompted us to produce the best plants possible under what we believe to be the most desirable conditions for berry plant growing. Get started right by buying good, thrifty plants with a reputation behind them and you will be surprised at the ease with which you can supply your table with the finest fruit throughout the summer months and have plenty for canning for winter purposes. Baldwin's heavily rooted new ground plants produced by Baldwin of Bridgman will please you in every way. What you want is a big crop of berries of extra quality. Why not get started this year in a business that is pleasant and profitable? Our customers need not be told this. Our prospective customers are urged to take our advice.

The same rule applies in buying plants as when buying anything else. If you buy cheap goods you get poorer quality, and you are generally sorry you tried to save a little money on the purchase price. You will realize what this means if you will plant Baldwin's plants alongside of the so-called cheap varieties; give them a tryout and you will find that Baldwin's plants are away in the lead. Don't waste time, use valuable land and make nothing for your trouble by trying to save a few pennies on your original purchase. We treat all customers alike. The little orders have the same care and attention as the big ones. All orders are appreciated, none are neglected. Our future success in the plant business depends entirely upon the success our customers have with our plants. Satisfied customers are what we want, and we cannot afford to have any other kind. That is why we are so careful in our plant production.

We believe it is especially important to buy good, reliable stock when putting out something permanent like a berry patch that you expect to grow for at least two years and produce a profit to yourself. It's the difference between a profit and a loss. If you could come to our office and see the many testimonials from experienced fruit growers showing the difference between Baldwin's plants and the ordinary kind, you would appreciate what we are trying to tell you on this page. We can only urge that you give us a trial; a trial

between a profit and a loss. If you could come to our office and see the many testimonials from experienced fruit growers showing the difference between Baldwin's plants and the ordinary kind, you would appreciate what we are trying to tell you on this page. We can only urge that you give us a trial; a trial



Our Big Stump Puller at Work. (Baldwin's Plants are better, because grown on New Ground.)

will prove our claims and satisfy you. Early orders insure the varieties you want.

When you buy Baldwin's new ground grown plants you are buying quality stock that will grow and bring you big, profitable crops. More than this, your order to Baldwin gives you the use of our Free Service the year around. This catalog gives much valuable information for setting plants and producing successful crops, but space does not let us cover all questions fully. When you write us about any point of small fruit raising or marketing, we are ready to give you full and reliable advice, and are glad to do it. We are interested in your success in the berry business and if we can help you we want you to let us do so.

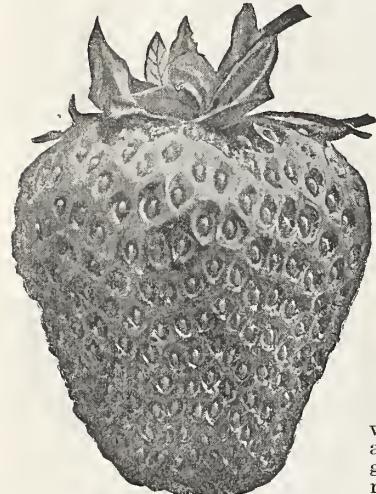
Your success in the berry business is insured by Baldwin Free
Service the year around—Let us help you.



BALDWIN

PREMIER

**The Early Variety with an Extra Long Picking Season
Uniform, Beautiful, Rich, Red Berries
A Popular Early Strawberry That is Rapidly Proving Its Value**



Premier—A Profit Maker.

Early Varieties of
Strawberries Bring
Higher Prices.

READ OUR
Cultural
Instructions
Pages 18-19-20

THEY WILL HELP
YOU MAKE
BIGGER
BERRY
PROFITS

WITHIN the past few years, Premier has rapidly been gaining wide favor throughout the country. It is a heavy producer. The berries are noted for their beautiful, regular, conic shape, large size and solid crimson color. The flavor is mild and delicious. Berries are very firm, making it an excellent shipper. You cannot beat a crate of Premier berries for appearance on the market.

The plant is a strong, heavy grower—produces long roots, making it a particularly good drought resisting variety. Good production over a wide range shows that it has no soil preference, but does well on any fertile land.

Proven Profitable Producer

This is the first year that we have listed Premier. We have been watching its widening acceptance throughout the country. Following our policy of growing and selling only those varieties whose dependability and profitability we can guarantee, we have not offered Premier to our customers until this year. After having proven its value, not only on our own farms but in nearly every strawberry section of the country, we can now fully recommend Premier to our customers as one of the best early strawberries that we know is a dependable profit maker. (See back cover and page 8 for further description.)

ORDER PREMIER THIS YEAR—IT WILL PAY. The stock of Premier with which our propagating fields were set, was bought from the introducer and from growers who purchased their supply from the same source. We can guarantee our Premier to be true-to-name. Our rich new ground and correct methods of production have added much to their vigor and hardiness.

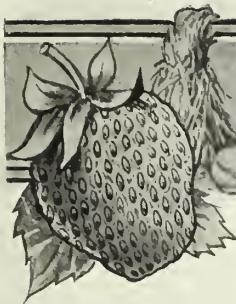
We want you to get started with Premier this year. It is one of the most profitable early varieties. We recommend it to you and guarantee it as a profit maker. You will rarely find an early variety that is a heavy producing, profitable sort. Premier is such a variety. Our supply is limited and we will be unable to fill orders that come late. Let us have your order now and you will be sure to get your plants. Price, \$8.00 per thousand.



Packing Baldwin's New-Ground Strawberry Plants—They will reach you in good growing condition.



For prices on all varieties in any quantity see page 22.



EVERBEARING STRAWBERRIES

FOR BIG QUICK MONEY
Full Crop of Berries the Same Year You Plant Them
BIG RIPE BERRIES FROM JUNE TO DECEMBER

THEY are grown in every state in the Union and thousands of families now have all the fresh strawberries they want during August, September, October and November. Fresh berries bring fancy prices at that time of the year and very big profits are made every year by thousands of fruit growers all over the United States.

This year the demand for everbearing strawberry plants will be greater than ever, as more people know of the success everyone is having with them. Every family having a garden should have enough of these plants to furnish them with fresh strawberries all through the summer and fall. We advise ordering early as the demand will far exceed the supply.

Progressive

The Best Known Ever-bearing Strawberry

In fact it is the only one now grown in great quantity. Progressive plants set in the spring not only produce an immense crop of extra nice berries the year they are planted, but the runner plants bear fruit as soon as set. Progressive yields a crop of fruit the first year that is truly wonderful. A single plant often produces 100 perfect berries during the season. Berries are good average size, beautiful dark, glossy red in color, and are milder flavored than the June bearing varieties. Progressive is the best strawberry grown for making preserves, jams and jellies. Don't fail to include Progressive in your next order. A few Progressive plants in her garden assures the housewife of a delicious treat for her friends, long after June bearing berries are a thing of the past. Strawberry shortcake in November.

Price, \$3.50 per hundred; \$20.00 per thousand.

100 Progressive—30 Quarts in Five Months

Knowlesville, N. Y., Sept. 17, 1922.

O. A. D. Baldwin,
Bridgman, Mich.

Dear Sir:—

The everbearing strawberries are bearing, and are all you recommend them to be. I have picked 30 quarts of lovely strawberries from the 100 plants set last April, and they are full of green berries and blossoms now.

Yours
MRS. J. G. PARKER.

EVERBEARING STRAWBERRIES ARE A PROVEN SUCCESS.



From a Photograph Made on Baldwin's New Ground October 23d, Picking Champion Everbearing Berries.

Champion

The New Heavy Yielding Everbearing Strawberry

Champion is fast gaining in favor because of its big crops of fine berries. Champion was introduced in 1921, and is an extra heavy producer from June till December the same year set. Berries are of the same extra quality and color as Progressive.

Champion originated in this county, and we have watched it in fruit for several years. You will be amazed at the wonderful crop of berries this new everbearing variety will produce the same year it is planted. Champion will outyield all other everbearing varieties. We guarantee them to please you. Buy Champion for your garden.

We fully recommend Champion as one of the best everbearers and know you will come back for more. Only a few plants will give you all the fruit you want for your table.

Price, \$4.00 per hundred; \$25.00 per thousand.

Champion Doubles Everbearing Yields

Several of our neighbors have fruited Champion for the past two years. They tell us that the same number of Champion plants, planted side by side with other varieties, on the same soil and given the same care, brought them more than double the yield of any other everbearer they have grown. Whether you grow Champion for home use or market, this means profit to you. As you know, double prices are paid for strawberries on the fall market.

Our Guarantee (See page 22) Your Insurance of Satisfaction.



STRAWBERRIES

AT all times it is our aim to give our customers only those varieties that have proven dependable and profitable. We are continually testing out new varieties and discarding older ones whenever we find better. We believe the varieties of early, medium and late season that we offer each year are the very best you can buy. We have carefully cut down the number of varieties until we can guarantee those we offer to be the best in their seasons.

EXTRA EARLY VARIETIES

Charles I.

Our Extra Early Berry

See illustration and testimonial showing profits on inside of back cover. This variety will bring you big profits on account of its being extra early, and extra size and quality. Charles I produces a big crop of large berries of good quality before medium early varieties are ready to pick, and the size holds up well all through its fruiting season. It is fast becoming one of the leading early strawberries in nearly every berry growing section of the country. Charles I ripens extra early, when strawberries are bringing big money.

Charles I. Resists Drought

This is the longest rooted variety grown, which enables it to go through the dry summers and produce big crops.

We are the introducers of this profitable new early strawberry and we guarantee them to make money. Take our word for it and include Charles I in your order. You will not be disappointed. There is no variety better than Charles I when it comes to producing big paying crops of good market berries, very early in season. The demand for Charles I has exceeded our supply for several years and we advise all to place their orders soon for this popular early variety.

Price, \$8.00 per thousand.

The Uniform Berry of Long Picking Season

See page 6 for complete description. Premier has rapidly come to the front in nearly all big berry growing sections within the past few years. Its leading qualities are a big crop of solid, crimson berries, remarkably uniform in size and shape, and the longest picking season of any strawberry. For good appearance on the early market, Premier cannot be beaten.

Plants are strong growers, deeply rooted and grow and produce well on any fertile soil. They are medium sized, hardy during cold winters and full of vigor.

Proven Profitable Producer

Premier has fully proven its value as a profitable profit bringer and we fully recommend it to our customers as one of the best early varieties.

Our supply is limited — we will be sold out long before our shipping season is over. You will be making a profitable investment in buying Premier. We believe you know, that for profit, the early varieties of strawberries bring the greater returns. This variety has been carefully tested not only on our own farms but throughout the country and has everywhere left a record of satisfaction—producing big yields over a long picking season. Let us have your order now to reserve your Premier.

Price, \$8.00 per thousand.

AN IMPORTANT FACT—Baldwin's New Ground Plants are grown for plants only—the Baldwin way.



STRAWBERRIES

MEDIUM EARLY VARIETIES

Dr. Burrill

The Million Dollar Strawberry

Dr. Burrill.

DR. BURRILL is an improved Senator Dunlap, and was originated by Dr. Reasoner of Illinois, who originated the famous Senator Dunlap. It is a cross of Senator Dunlap and Crescent, both being wonderful producers. It takes the beautiful dark red of the Senator Dunlap and resembles that grand variety closely. This new berry is the biggest cropper of all strawberries. Berries are very large and uniform in size and shape. Most of you know what Senator Dunlap is and what loads of nice berries they are producing everywhere. Dr. Burrill is a better berry in every way, produces more berries, bigger berries and berries of better quality. This is a big statement, but Dr. Burrill has proven its value on the grounds of the originator and on the farms of the introducers.

This great new variety is a strong fertilizer, and its season of blossoming and fruiting is extra long. It ripens in midseason. Dr. Burrill stands the drought best of all varieties owing to its wonderful root system. Foliage is large, of a beautiful dark green and very hardy and healthy. With its extra long, strong roots, heavy crowns and healthy foliage, it is able to produce its wonderful

crop of fruit every season. Berries are very dark red in color, and are of the very best quality for canning and home use, as well as one of our best shippers.

We have grown a splendid stock of Dr. Burrill plants on new ground and plants are extra large and well rooted. The demand for Dr. Burrill plants will probably far exceed the supply the same as in the past and we advise ordering them early. Don't fail to include Dr. Burrill in your order this year, as they will bring you paying crops of large, extra quality berries. On account of their high color and fine appearance the fruit of Dr. Burrill sells at top prices. Let us reserve your Dr. Burrill plants NOW.

Price, \$7.00 per thousand.



Senator Dunlap.

We guarantee Senator Dunlap to make you a big profit on your investment.
Price, \$6.00 per thousand.

ANOTHER IMPORTANT FACT. It pays to start right. Buy plants with a reputation behind them.



STRAWBERRIES

MEDIUM LATE VARIETIES

Gibson

**The Most Profitable Strawberry Grown.
\$700.00 Net Profit from One Acre in One Year.**

A WONDERFUL STRAWBERRY. Two-thirds of all the strawberries grown in this county (the greatest berry-growing county in the United States), are Gibson. They are far more popular than any other variety for market or canning factory. If we were growing strawberries for market, and were restricted to one variety, we would plant Gibson. Its plants outyield other varieties, and Gibson berries outsell other berries on the market. That is certainly recommendation enough, but we want to add that Gibson is also an extra nice table or home use strawberry. (See back cover for photograph reproduced in colors).

Productiveness. The vines are simply loaded with berries. You will hardly understand how the plants can produce such quantities of fruit.

Size. One of our very largest strawberries.

Color. A beautiful dark, glossy red. The flesh of the berry is red clear through. Calyx is bright green, adding to its beauty and market value.

Quality. The flavor is as fine as can be found in any strawberry; a perfect table and canning berry; its tough skin making it a very fine shipper.

Shape. Nearly round and regular. A berry which sells itself on any market.

We have again grown a nice stock of extra strong Gibson plants on our new ground and we hope every one of our customers will include some plants of this profitable variety in their order this year. Price, \$7.00 per thousand.



Baldwin's New Ground Plants Carefully Packed in Light, Strong Packages Ready for Shipment. We Make No Charge for Packages or Packing.

Bun Special

Buy Genuine Plants from the Introducer

(See description and reproduction from photograph in natural colors on inside of front cover). We introduced Bun Special in 1920. After carefully comparing plants and fruit with other leading varieties, we can truthfully say that we cannot find a single fault. It is the largest strawberry we have ever seen—not a few, but every berry is extra large in size—the last picking as well as the first. Bun Special is in a class by itself. For a profitable investment, plant this valuable new variety this year. Bun Special plants will be sold early. Send your order now. Price, \$12.00 per thousand.

Corsican

The Fancy Market Berry

Large in size, uniform in shape, very firm in texture, bright, glossy red in color, deliciously sweet in flavor, and a good producer. Corsican is the leading fancy quality berry, bar none.

For market purposes Corsican is one of the most beautiful strawberries. Price, \$9.00 per thousand.



Strawberry Patch on Baldwin's Plant Farms.—Two Months After Setting.

**Grow Bigger and Better Strawberries—Plant Bun Special.
We introduced them and we guarantee them.**



STRAWBERRIES

VERY LATE VARIETIES

Aroma

The Fancy Late Strawberry

THIS is our best and most profitable late variety. (See back cover for photograph reproduced in colors).

For the big money in berry growing, we recommend very early or very late varieties as they mature their crops either before or after the heavy picking season. Aroma is the latest strawberry grown, and one of the very best varieties.

They produce an immense amount of extra large, fancy looking berries and the quality and market value is the very highest.

Every strawberry grower should plant Aroma to lengthen his fruiting season and make him more money. Many big growers, especially in the southwest, plant large fields to Aroma alone, for distant markets, as it is one of the very best shipping varieties grown. We will guarantee the fruit of Aroma to please all who give it a fair trial. It cannot well be beaten for quantity or quality of fruit. Plants show no weakness of any kind.

Aroma fruit is described as follows: Very large, roundish to conical, rarely misshapen, glossy red, of excellent quality and produced in abundance. They are fancy for market and bring top prices everywhere. We guarantee Aroma to bring you big profits. The demand for plants has exceeded the supply every year for the past ten years. We have a limited supply and we advise you to order early to be sure of getting them.

Price, \$8.00 per thousand.



A Truck Load of Baldwin's New-Ground Plants, Ready for Shipment. We load a big express car daily.

Can You Afford to Grow Common Crops When You Can Make
\$500 Per Acre From Berries?

Brandywine

The Finest Canning Strawberry

A valuable late strawberry especially adapted to home use and canning, owing to its very dark red color and fine flavor. Brandywine is late, good shape, good quality, good size, firm and productive. A very good shipper, fine appearance, making an extra good market variety. Try this extra nice home use and canning variety this year sure.

Price, \$8.00 per thousand.

THREE MONEYMAKERS

Premier
Early
Gibson
Medium
Aroma
Late



RASPBERRIES

BLACK OR CAP VARIETIES

There is Good Money in Black Raspberries

They Command Top Prices at the Commercial Market and Canning Factory



Cumberland.
(2/3 Natural
Size.).

BLACK RASPBERRIES can be grown very easily, and the profits are quick and sure. We guarantee our standard varieties to be the best early, medium and late kinds, and our heavily rooted, new ground grown plants the best stock you can buy.

Cumberland

The Best All Around Black Raspberry

Large, firm, black, delicious berry—hardy, vigorous, productive bush—these qualities in the highest degree make Cumberland the most profitable and desirable market variety of black raspberries grown.

With Cumberland for your market berry, you have a guarantee of maximum yields of uniformly large, sweet berries over a long picking season. The fruit is much firmer, with a tougher skin than other varieties. Berries do not crumble. Cumberland is a good long distance shipper and appears on near-by or distant markets in first class selling condition.

Cumberland is very hardy, having withstood a temperature of 16 degrees below zero, without injury. Fruit ripens medium early and continues throughout the raspberry season. This variety is far ahead of all other black raspberries, both in quality and quantity of fruit produced, and we guarantee Cumberland to please you and make you good big money on your investment. Plant Cumberland this spring. (See photograph reproduced in colors on back cover).

Price, \$3.00 per hundred; \$18.00 per thousand.

Kansas

A Standard Early Variety

This variety is now a general favorite all over the country. Ripens early, jet black, firm, handsome and of the best quality; a strong grower, holds its foliage until frost; stands drought and cold. It is about as large as Gregg, early and very productive. Strong, healthy canes, making plenty of strong tips, and is a money maker everywhere.

Price, \$3.00 per hundred; \$18.00 per thousand.

Gregg

The Best Late Black Raspberry

Fruit very fine, and covered with bloom. Gregg has been one of the best market varieties all over the country. A good all around late black cap, very well and favorably known in every fruit district. Gregg is by far the best late black cap grown today.

Price, \$1.00 per hundred; \$25.00 per thousand.

Plum Farmer

Earliest Black Raspberry—A Money Maker

The earliest fruit always brings top prices. Plum Farmer ripens its heavy crop before any other black raspberry. It is a heavy producer and gives you a big crop, fully ripened, early in the season. Plum Farmer has already become known as one of the leading and most profitable varieties. In this great fruit growing county, Berrien, Plum Farmer is easily the leading extra early black raspberry variety. It has proven its worth as to season, quality and productiveness. Throughout the small fruit sections of Ohio and New York, Plum Farmer is the standard early variety. It is a proven success.

We guarantee Plum Farmer to bring you a paying crop of extra fine fruit. The berries are grayish black, very firm, a good shipper, attractive and of the very highest flavor, making it extra good for home use. Plum Farmer is extra early and always brings the highest prices.

Price, \$3.00 per hundred; \$18.00 per thousand.



For Your Table—For Canning and Pies—Grow Columbian.

The Big, Sweet, Juicy Purple Raspberry.

RASPBERRIES

Victory

For Greater Raspberry Profits—Plant Victory
Introduced by Us—We Guarantee Every Plant

WE have grown an extra fine stock of genuine Victory plants on rich, new ground. They cannot be surpassed for hardiness and vigor. Victory originated in Northern Michigan, where it withstood 30 degrees below zero, without injury.

Most Productive—Largest in Size

In productiveness and size of berry, Victory is far ahead of all other red raspberries. It is a seedling of the Cuthbert and resembles that fine variety closely. Victory has produced regularly for several seasons, nearly twice as much fruit as Cuthbert, bush for bush, and acre for acre, grown in the same field, under exactly the same conditions. Victory is not an untried variety, as the originator has fruited it for ten years. It has been tested with nearly every known variety of red raspberry and is far better than any of them, not only in production, hardiness and vigor, but the fruit is larger and of much better quality than all others. A berry such as Victory is sure to bring you greater profits.

Extremely Hardy. A temperature of 30 degrees below zero not damaging a cane.

Size. (See reproduction of photograph on this page). Berries nearly one inch in diameter.

Color. Beautiful bright red, and they hold their color after picking.

Quality. By far the finest flavored raspberry. You cannot find a better.

Growth. The plants make a wonderful growth and their heavy root system enables them to go through a hot, dry summer and still produce a great crop of fruit.

Productiveness. The originator has a record of picking 19 pints of fancy berries from one bush of Victory during one fruiting season.

DO NOT FORGET. We guarantee every plant to be genuine Victory and guarantee them to please you. Our supply of plants has never been enough to fill the demand and we have been obliged to return Victory orders that came late. We do not want you to be disappointed this year. Don't delay. Be sure of your Victory plants and order NOW! (Colored reproduction on back cover).

Price, 25c each; \$1.25 per 6; \$2.00 per 12; \$3.00 per 25; \$5.50 per 50; \$8.00 per 75; \$10.00 per 100; \$80.00 per 1,000.



VICTORY.

From Photograph of a Pint of Victory Berries,
Each Measuring Nearly an Inch in Diameter.

Columbian Purple Raspberry

(See illustration in natural colors on inside of back cover.)

Purple raspberries are the best and sweetest fruit for table use, canning and pies. There is nothing finer grown in the line of fruit for home use. If you have no purple raspberries on your place, do not fail to order a few hundred Columbian for your own table use, and do not forget that they are one of the most profitable fruits grown for market. Their productiveness, fine quality and flavor make them a profitable investment wherever grown. There is always a ready market. This year we are growing over twenty acres of Columbian, but all our plants will be sold long before our shipping season is over. We are sure of this from past experience and we urge you to send your order for Columbian now.

Price, \$5.00 per hundred; \$35.00 per thousand.

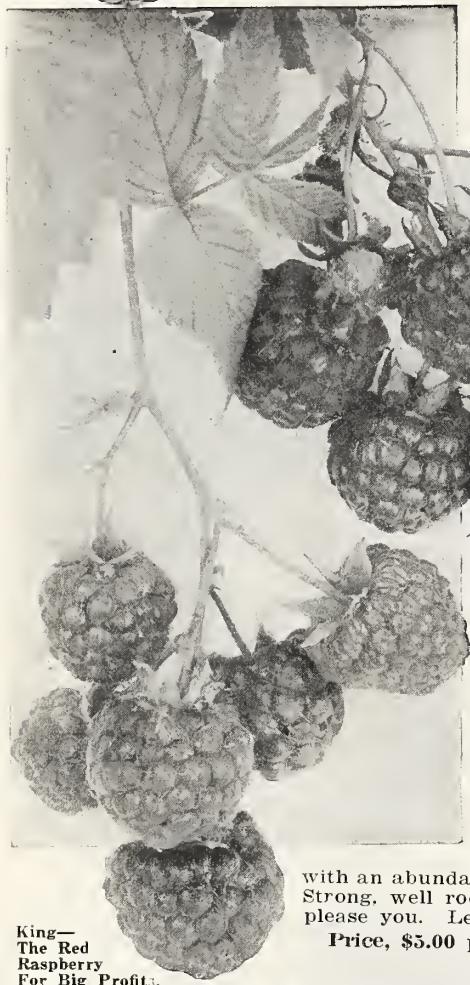


Wonderful Growth of Victory on Farm of the Originator.

For a safe and profitable investment, plant Victory—the most wonderful Raspberry ever introduced.



RASPBERRIES



King—
The Red
Raspberry
For Big Profits.

King

The Profitable Early Red Raspberry

THE most popular and most profitable early red raspberry now generally grown. Nineteen-tenths of all the red raspberries grown in this berry growing county are King. We believe you can make money faster with a good patch of King than with any other variety of fruit, if you have a good market for early, fancy red raspberries. Berries are very large, bright red, firm, easily picked. Cane is perfectly hardy and a strong grower. We guarantee King to please you. They are heavy producers and you get more money before the big shipments of raspberries get on the markets.

King is the earliest and most beautiful early red raspberry we have ever grown. Fruit growers near Bridgman have received from \$300 to \$500 per acre from their King raspberries. In doing this they ship to a wholesale commission market or sell to canning factories, so no fancy market is supplied at extra prices. You can make big profits with King red raspberries. Begin your planting this spring.

Price, \$4.00 per hundred; \$25.00 per thousand.

St. Regis Everbearing Red Raspberries

Paying Crops in Season—Table Fruit Till Frost

This new red raspberry begins ripening with King, early in the season. St. Regis bears good profitable crops during the regular raspberry season. When all other raspberry varieties are through St. Regis continues to bear an abundance of fine quality fruit for table use throughout the late summer and fall.

Berries bright crimson, large size, rich, sugary, with full raspberry flavor. Flesh firm and meaty, a good shipper. Canes stocky, of strong growth, with an abundance of dark green, leathery foliage. Strong, well rooted, genuine St. Regis plants will please you. Let us reserve your plants now.

Price, \$5.00 per hundred; \$35.00 per thousand.



Honeysweet.

Honeysweet

The Fancy Black Raspberry

Honeysweet was recently introduced as an extra large, fancy berry and it has proven its first claims. Season is about the same as Cumberland, but begins to ripen a little earlier. Its sweet, delicious flavor makes it an extra nice variety for table and canning use. On the special market it brings top prices. Berries are deep, glossy black, large and uniform in size. Plant a few Honeysweet for your home use—they will not disappoint you. Our supply is limited—order now to be sure of getting them.

Price, \$5.00 per hundred; \$35.00 per thousand.



Baldwin's guarantee goes with every plant. We grow them for plants only.

DEWBERRIES

**More Profitable than Any Other Fruit
They Have Produced \$1,000 Per Acre**

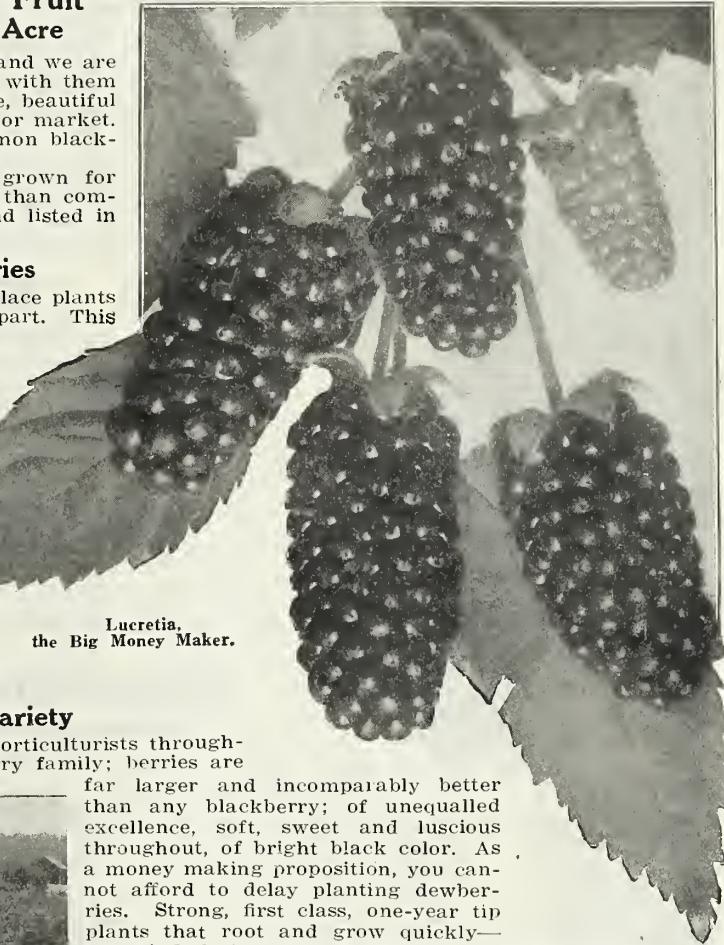
DEWBERRIES are bringing big money and we are advising our customers to get started with them as soon as possible. Berries are large, beautiful and of excellent quality for home use or market. They ripen a week or ten days before common blackberries and sell at very high prices.

Our heavily rooted new ground plants, grown for plants only, cost you but little, if any, more than common plants dug from old fruited patches and listed in many catalogs.

Cultural Directions for Dewberries

Plant as early in the spring as possible. Place plants 4 feet apart in the rows, with rows 7 feet apart. This requires about 1,700 plants per acre. The second summer the vines should be staked, or put up on wires, the latter being more widely used. Posts are 24 to 36 inches above the ground with one wire. Fruit canes are tied to the wire in spring. New canes lie on the ground during the growing season. These new canes are mulched for winter by covering with 3 or 4 inches of soil in late fall, in northern states. This is easily done by turning a shallow furrow over them and raking it off after danger of freezing is over in spring. In spring the old canes are cut off and burned. New canes are then tied up.

**Lucretia,
the Big Money Maker.**



Lucretia The Leading Dewberry Variety

Endorsed by fruit growers and the best horticulturists throughout the country as the best of the blackberry family; berries are

far larger and incomparably better than any blackberry; of unequalled excellence, soft, sweet and luscious throughout, of bright black color. As a money making proposition, you cannot afford to delay planting dewberries. Strong, first class, one-year tip plants that root and grow quickly—the kind fruit growers use. Your order reserves your plants.

Price, \$5.00 per hundred; \$35.00 per thousand.

Lucretia Transplants For Quick Profits

Grown one year from tips. Well formed and heavily rooted bushes that will produce a full crop the year after planting. Our stock is short and will be sold quickly. Order early.

Price, \$8.50 per hundred; \$50.00 per thousand.



Dewberries and Blackberries are easy to grow. They bring a profit of \$300 to \$800 per acre.



BLACKBERRIES



BLACKBERRIES ripen in August when there is very little other fruit on the market—consequently they always bring high prices. Each year more people are learning of the fine table qualities of this fruit. Throughout the country, canning factories are buying more blackberries.

Everyone knows how delicious blackberries are, either as fresh fruit on the table in summer or as canned fruit in winter. For family use, a few plants in the garden will furnish all the blackberries you will need, both fresh and canned. While blackberries do not produce quite so many berries as dewberries, they will do better on the heavier soils, at the same time producing full crops on the lighter dewberry land. Eldorado blackberries are perfectly hardy in cold climates, requiring no winter protection. No wires or posts are used, making them cheaper and easier to grow. These things make the blackberry one of the leading small fruits.

Eldorado

The Greatest Blackberry

We place this variety ahead of all others without a moment's hesitation. It is the greatest blackberry in general cultivation today. Eldorado is as hardy as the Snyder, twice as large and of better quality. When you get one like that you have a berry that cannot well be beaten. Eldorado has never been known to winter kill even in Northern Michigan and Wisconsin. For home and market use, we recommend Eldorado above all others.

Hardy and Productive—A Money Maker

The fruit is good size, firm and of the very highest quality. Very profitable, as it needs no protection in winter. We guarantee Eldorado to please you in every way and to make you big money. Our plants are extra well rooted and are of good size.

Price, \$5.00 per hundred; \$35.00 per thousand.

Palmetto Asparagus

A Productive Variety of Extra Quality

No garden is complete without Asparagus. Our stock of Palmetto roots was grown on contract for us by one of our neighbors who has good land especially adapted to this purpose. We will guarantee entire satisfaction with our plants. Large, tender stalks, and hardy.

Cultural Directions. A very rich, deep loam soil, well prepared and loose, is best for asparagus. Set asparagus plants four to six inches deep, and about 12 inches apart in the row, rows 3 feet apart (requiring 14,000 per acre) covering with only three inches of soil at first, and filling in the trenches as the plants grow. About September first the tops should be cut and the bed cleared of weeds. When this work is finished, cover the bed to a depth of three inches with coarse manure for a mulch. Very early in the spring, rake off all coarse straw and loosen the soil, being careful not to injure the crowns of plants. Some shoots may be cut the second season and a full cutting made the third season. With good care a patch will last from 8 to 12 years.

Price, 85c per 25; \$2.75 per 100; \$15.00 per 1,000.

FILLING ALL AVAILABLE GROUND WITH BALDWIN PLANTS.

Mr. O. A. D. Baldwin,
Bridgman, Michigan.

Dear Sir.—I am sending you a small order this year. Our space is limited as we have only four town lots. We are filling all available ground with small fruit.

We have received two previous shipments of berry plants from you and must say we certainly appreciate your fine treatment.

The raspberry plants which I received last spring were the finest I have ever seen.
Again thanking you, I am

Rome City, Ind.,
March 13, 1922.

Yours truly,

J. S. NOEL.



Palmetto Asparagus.

Eldorado
($\frac{1}{2}$ Natural
Size.)

Our quality brings you profit---Our service brings you
satisfaction.



GRAPE VINES

Grapes Are Becoming a More Profitable Crop Every Year Plant Your Vineyard This Spring With Guaranteed Stock

A grape vineyard represents a splendid permanent investment and will pay big dividends ever, year for 75 or 100 years. The original Concord grape vine, located near Boston, is well over 100 years old and is still producing large crops of nice grapes every year.

For the past four years, grapes have been making the growers from \$300 to \$500 per acre each season, and the demand is increasing every year. Grapes produce a full crop each season over a long period of years.

We advise you to send in your order early as we were obliged to disappoint many of our customers last year.

CULTURAL DIRECTIONS. Plant grape vines for field culture 8 by 12 feet, requiring about 440 plants per acre. Grape vines will grow and do well on light sand or clay where it is hard to raise other farm or fruit crops.

PRUNING. First Season. Prune roots to 8 to 10 inches and cut tips to 2 or 3 good buds when set. Let new shoots grow.

Second Season. In early spring select best shoot, tie to a 3 foot stake and cut the rest away. Let new shoots grow. Put in posts and wire ready for next season.

Third Season. In early spring select four best side canes from main trunk already staked, and tie to wires. (one each way from trunk on each wire.)

Following Seasons. In early spring cut off all side canes that have fruited, nearly back to main trunk, leaving a short spur on which are one or two buds to produce the canes for next year. Select four canes that have not fruited and tie to wires. (Note—Complete prices on Moore's Early, Niagara, Delaware—page 22).

Concord

The Standard Commercial Black Grape

ONE-YEAR NO. 1. Concord is the black grape so largely planted all over the country for commercial purposes. It is the chief variety for profit and is sold in large quantities. Concord is well known on all commercial markets and always brings a high, standard price throughout the country—your market is certain. A large, purplish-black grape, ripening about the middle of September; vines remarkably vigorous and free from disease; the standard for productiveness and hardiness all over the country. Concord is by far the best and most profitable market grape grown. Strong, well-rooted vines.

Price, 20c each; 90c for 6; \$1.50 for 12; \$2.25 for 25; \$4.25 for 50; \$5.90 for 75; \$7.00 for 100; \$55.00 for 1,000.

ONE-YEAR NO 2. A lighter, smaller vine thrifty and well grown at a lower price. Many commercial growers plant number 2 vines.

Price, 15c each; 70c for 6; \$1.10 for 12; \$1.75 for 25; \$3.25 for 50; \$4.00 for 75; \$4.75 for 100; \$40.00 for 1,000.

Moore's Early

The Profitable Extra Early Variety

A black variety. Bunch large, berry round, with a heavy blue bloom. Moore's Early is hardy, free from disease, and about a week earlier than Concord. Price, 40c each; \$1.75 for 6; \$3.35 for 12; \$5.00 for 25.

Niagara

The Best White Grape Grown

Vine hardy, a good grower and producer. Bunches and berries as large as Concord. Greenish-white in color. Skin does not crack, quality fine and sweet. You should have a good white grape for your own use. Price, 40c each; \$1.75 for 6; \$3.35 for 12; \$5.00 for 25.

Delaware

The Quality Red Grape

Bunch small, compact. Berries small; flesh juicy, very sweet and refreshing, of best quality for table. Price, 60c each; \$3.00 for 6; \$4.80 for 12; \$7.20 for 25.



Production on One Concord Vine—Note Main Trunk in Lower Center.

CULTURAL DIRECTIONS



A Baldwin New-Ground Plant, over 12 Inches Long.

DISEASE AND INSECT CONTROL. In the following directions we give some general means of prevention and control of strawberry diseases and insects. It is impossible to go into detail in this small space. Anthracnose is the most common disease of cane plants, and is controlled by cutting out and burning diseased canes after fruiting, and by spraying with lime sulphur solution, in two or three applications. Very few insects or diseases are seriously injurious to small fruit plants, although some minor ones are found in nearly every fruit section. If, after following our suggestions, you have trouble along this line, we want you to feel free to use our Free Service Dep't.

SOIL. Practically any soil that will grow good field crops will grow good berries—good rich sandy loam preferred. All kinds of fruit plants demand that the soil be able to hold moisture well and at the same time drain easily—a sandy loam, underlaid by a clay sub-soil meets this condition. Avoid low, frosty places, where possible. Hillsides can be used to good advantage. Light sand is best for dewberries.

DRAINAGE. Good drainage is essential. Sufficient tiling to carry off all surplus water will pay in increased yields.

FERTILIZING. The matter of fertilization is important. While fruit plants are not extremely heavy users of plant food, few crops respond more readily to fertilizer. Stable manures are the best fertilizers, we have found. They not only furnish the necessary plant food, but also make the heavier soils of finer texture and the light, sandy soils of greater water holding capacity. 250 pounds per square rod, or 10 to 15 tons to the acre is about the right amount on average soils. This fertilizer should be used on a cultivated crop, such as corn or potatoes the season previous to setting strawberries, if possible. If this cannot be done, it should be plowed under in the fall before planting the following spring.

A crop of clover, soy beans, oats or rye, plowed under, is also good fertilizing practice.

PREPARED GROUND. Soil for setting fruit plants should be plowed deeply and harrowed until it is loose and level. We like fall plowing as it allows the soil to settle and vegetable matter to decay. Fall plowing brings many insects to the surface to be killed by cold weather—white grubs in sod land, for example. Early spring plowing is all right. Replowing at this time is good—the better you prepare the land, the easier it will be to keep it free from weeds.

We advise rolling, or floating land, just before setting, and you can use a plank float (home-made) with good results. The soil should be firm—this preserves moisture. You can mark out your ground with the same kind of marker used for other rowed crops. One marking three or four rows at once is a time saver.

WHEN TO PLANT. The earlier in the spring, the better—as soon as you can prepare the land, so the spring rains will give your plants a good start. Plants should be shipped and set before they start to grow much, while the plant still has all its vitality. It is to your interest to set your plants as early as possible.

We strongly advise against fall planting. No small fruit plant can be as large and full of vigor in the fall as it would be if left to grow the rest of the fall and early spring.

CARE OF PLANTS WHEN RECEIVED. If the ground is not ready when the plants reach you, an easy way to keep their full vigor ready for planting is as follows: Carefully separate the varieties—take each variety, a bunch at a time, cut the strings, and spread the plants in a thin row along one side of a shallow furrow. Then cover the roots firmly with soil, not higher than the crown. If ground is dry, water the roots only. They will keep in good condition for 8 to 10 days. When transplanting to the field, be careful not to mix the varieties.

DISTANCE FOR PLANTING AND PLANTS REQUIRED PER ACRE.

Strawberries	3 ft. 8 in. x 1½ ft.	7,920 plants
Everbearing Strawberries	2½ ft. x 1½ ft.	11,600 plants
Black Raspberries	7 ft. x 3½ ft.	1,777 plants
Red Raspberries	6 ft. x 3 ft.	2,420 plants
Blackberries	7 ft. x 3½ ft.	1,777 plants
Grapes	8 ft. x 10 ft.	540 plants
Grapes	8 ft. x 12 ft.	440 plants

Setting Strawberry Plants on Baldwin's New Ground.



If you would have real service---Let Baldwin serve you.



CULTURAL DIRECTIONS

Strawberries

PLANTING DISTANCE. For commercial planting, we recommend putting the rows 3 ft. 8 in. apart, the same as for corn—and putting the plants 14 to 18 inches apart in the row. This requires about 8,000 plants per acre. By training these plants to a matted row, you get a good picking width.

In the home fruit garden the rows may be set only three feet or even as close as 2 feet with plants spaced about the same as above.

SETTING PLANTS. Make holes with a spade by putting in ground six to eight inches and pull toward you, then take out. If ground is in good condition and soil is damp, this should leave a "V" shaped opening. Hold plant in this hole with hand and close hole with one foot and press firmly (with feet) on both sides of plant. If one is setting plants alone a row of holes may be made, then take plants and set that row. If two are working together one can make holes and the other set the plants. Great care should be taken to set the plants at the right depth. Plants should be set the same depth as they were before being dug, with the crown of plant even with surface of ground. This is important, as the plants set too deep will be washed over with mud and those set too shallow will dry out.

Dip roots in water just before setting if ground or plants are dry. Garden plants may be trained to the hill system with plants set about 12 inches apart in the row. All runners are cut off so that the original plant forms the entire hill. This system will produce fewer berries of larger size.

SELECTION OF VARIETIES. As you know, some standard proven varieties of apples bear full crops in any soil or section. The same is true of the proven varieties of strawberries. We are continually selecting the best varieties and those which we list are proven profitable producers throughout the country in a very wide range of soil and climate.

All varieties we list are self fertilizers and need no other kinds with them to produce full crops of fruit. On back cover of this book we list a combination of early, medium and late varieties that will bring big returns over a long season.

CULTIVATION AND CARE DURING FIRST SEASON. Cultivation should be continuous throughout the growing season and early fall, keeping the soil finely broken up to prevent loss of moisture, and at the same time bring it up to the surface within reach of the plant roots. As plants grow, give shallow cultivation so as not to disturb root growth. If the operation in each row is always in the same direction, newly set plants will not be torn up. The plants should be hoed over as needed. A little soil thrown on the runner plants will aid them in rooting.

Fruit stems should be picked from the standard or June-bearing varieties as they appear after setting. Everbearing varieties will produce a lot of fruit stems after planting, and they should be pinched off until about July 1st. The plants will then produce a full crop during the late summer and fall the same year they are set.

CARE OF PATCH AFTER PICKING. At the end of the fruiting season comes the question of renewal of the bed for the next season's crop. A very successful practice is to mow, rake off and burn the old vines. Following this, turn a shallow furrow away from each side of the row, using a small plow, leaving the row 6 to 8 inches wide. Then go over the row with a hoe,

cutting out plants, so that small blocks of the newer plants are left 8 to 10 inches apart.

Finally, cultivate down the soil that has been turned into the middle of the row. The mowing and burning will destroy any leaf diseases and insects that may be in the leaves, and the operations will provide room and fresh soil for the growth of new runners necessary to give a good yield the following season. A light layer of stable manure put on after the ground freezes, as a winter mulch, will benefit plant and fruit production.



Baldwin's New Ground Raspberry Plants.



Red Raspberry Field—One Year from Planting—Properly Pruned and Cultivated.

Baldwin is not satisfied until you are satisfied.



CULTURAL DIRECTIONS



STRAWBERRY CULTURE—Continued.

MULCHING. We have never considered mulching necessary for best results—some growers prefer to mulch, especially on heavy ground. Mulching is best done by applying a light layer of material 2 or 3 inches thick after the ground is frozen in the fall. This prevents heaving of plants in severe weather. The mulch should be raked off after danger of severe frost is past in spring. It may be left between the rows and thus keep the fruit clean. Marsh hay, oat straw, corn stalks, or leaves are all good mulching materials.

PROPAGATION. Strawberries are propagated by runners only. Varieties set side by side will not mix—the runner plants are always the same as the mother plant. Everbearing sorts propagate in the same way.

DISEASE AND INSECT CONTROL. The most important means of prevention and control are:

1. Short cropping of the patch—2 or 3 years at most. The more serious the trouble, the fewer the crops.
2. Plowing under old beds as soon as the last crop is harvested.
3. Mowing and burning beds which are to be carried over for another crop immediately after harvest.
4. Spraying with Bordeaux Mixture and Arsenate of Lead one or two times, according to the danger of leaf spot or leaf roller.

Raspberries

BLACK AND PURPLE VARIETIES

PLANTING DISTANCE. Black Raspberries should be planted three and one-half feet apart in row, with rows seven feet apart, requiring about 1,725 plants per acre. We recommend setting Black Raspberries the same as strawberries, by making holes with a spade and following same method described for strawberries. Many, however, prefer to plow a straight furrow and set the plants against the land side, pulling dirt around the plant with hoe or hook, and pressing earth firmly (with feet) around the plant. Furrows can easily be filled by plowing the earth back into them.

CULTIVATION. Shallow, regular use of the cultivator during the remainder of the growing season holds the moisture, and keeps down weeds. The second

year, plow away from the rows before growth starts in the spring, and clean out the rows with a hoe. Cultivate thoroughly during the growing season to keep up the moisture and insure a good crop. In the fall, plow toward the row.

PRUNING. As soon as the new canes reach a height of about 20 inches, the ends should be cut off. We use a heavy knife for this work. This checks the terminal growth and develops a low, stocky, well-branched plant for future crops that need no wire or stake support. On old patches, cut out all old canes that have borne a crop after the fruiting season, leaving only 3 to 5 strong canes on each plant. In spring, as leaf buds are starting, you should trim back the side shoots to 12 to 18 inches, and make the plant 24 to 36 inches high. A patch gives good yields for 4 to 5 seasons.

Blackberries

PLANTING DISTANCE. Blackberries should be set three and one-half feet apart in row, with rows seven feet apart, requiring about 1,725 plants per acre. Set same as black raspberries. Cultivate same as black raspberries.

PRUNING. The same as for red raspberries, but tips of canes may be cut off when about 30 inches high to make a stockier bush. Good yields for 5 to 7 seasons.

RED VARIETIES

PLANTING DISTANCE. Plants should be set about 3 feet apart in a row, with rows 6 feet apart, requiring 2,425 plants per acre. (Method suggested for setting black raspberries is all right for red raspberries). Plants yield good crops for 4 to 5 seasons.

CULTIVATION. Same as for black raspberries. Thorough cultivation is necessary for keeping up moisture to insure good crops.

PRUNING. The pruning of the red raspberry consists of removing all old canes at the close of the picking season and thinning out the new growth. The new canes are not tipped back, but allowed to grow as they will. Proper thinning and spacing of the new canes is important. Most varieties produce suckers very freely from the underground stems and

if all are allowed to grow, the plants become crowded and the ground soon becomes covered with sucker plants. All suckers and weak canes should be cut out and if they are kept in hills not more than 5 to 7 of the best canes should be left in each hill to produce the next season's crop. They are most commonly allowed to fill in the spaces between the original plants forming a solid row or hedge. The hedge-rows should not be allowed to become more than 10 or 12 inches wide and the canes should be well spaced so they will stand at least 6 or 8 inches apart. All suckers which appear outside the limits of the row or hill should be treated as weeds and destroyed by cultivation, or if necessary, chopped off with the hoe. No pruning back is necessary in the spring unless parts of the cane have been damaged by winter.

Dewberry, Asparagus and Grape

You will find cultural instructions for dewberries on page 15, for asparagus on page 16, and for grapes on page 17.

In this limited space we have tried to give you the most important suggestions for planting and care of small fruits needed to insure your success in growing berries. We are always ready to help you out with your fruit growing problems, and will be glad to have you write us.



Baldwin's customers once---Baldwin's customers always.



INSTRUCTIONS TO CUSTOMERS

PLEASE READ CAREFULLY BEFORE ORDERING

Your Attention Will Let Us Give You Prompt Service

ORDER EARLY. The earlier the better. The sooner we have your order after this catalog reaches you, the surer you will be of getting the varieties you want. The demand for Baldwin's New Ground plants exceeds the supply every season. You can add to your order later.

SHIPPING SEASON. We begin to ship the last of March or first of April, according to the season and continue until May 15th to 20th. We strongly advise that your plants be shipped not later than May 1st, and as much earlier as possible.

PACKING. We make no charge for packing, which is done in the best possible manner. We use light plant crates for shipping strawberry plants, and boxes and barrels for other stock. Our plants are carefully packed in damp moss or shingle tow in a manner that will keep them in good condition for from 5 days to 2 weeks, according to the time of shipment and prevailing weather conditions. Each variety is carefully separated in the package by wooden partitions, and correctly labeled with printed wooden labels.

Use care in unpacking—it will prevent a mixture of varieties. Open the top of the crate and take out the plants a layer at a time. Watch for the wooden divisions and tags. Count the number of bunches in each variety—there are 25 plants in every bunch. If there is a shortage, advise us at once.

PREMIUMS. We do not ask more than our plants are worth—then give you a premium or a present for taking them.

Did you ever stop to think that somebody is paying for the premiums?

We quote a fair, square printed price in this catalog and everyone pays us the same price—no more—no less.

Isn't that the nicest and fairest way to do business, both for the buyer and seller?

REFERENCE. As to our reliability, we refer to the Bridgman State Bank of Bridgman, or the Commercial National Bank of St. Joseph, Mich. Also the Postmaster or Express Agent at Bridgman.

TERMS. Cash with order, or part cash, balance before shipment. Do not ask us for credit or to ship your plants C. O. D.

HOW TO SEND MONEY. By Check, Bank Draft, Express Money Order, Post Office Money Order, or Cash in a registered letter.

PRICES. See following page. One price to all. In fruit plants, as in everything else, it pays to buy the best quality although the first cost may be more. Our

prices are lowest when you consider the quality of plants and service we give. We do not try to compete with any plant "dealers" who buy and sell plants and don't know what they are selling you. Be sure to use the correct rate on quantity of plants ordered of each variety. We do not sell less than 25 of a variety, except where noted. Note price on 25 plants, 100 plants 200 plants, etc.

HOW TO ORDER. Be sure to fill out the order sheet, fully and correctly—(page 23)—it will prevent mistakes.

Please write your name and address plainly.

On Express shipments, be sure there is an Express Office at the destination you give.

Use our self-addressed envelope. Don't forget your remittance.

We will acknowledge receipt of your order promptly.

SUBSTITUTION. We do not substitute one variety for another without your permission unless order is filled late in season.

It often saves delay in filling orders if we substitute and we always use varieties of same season and value as those ordered. We guarantee you satisfaction on varieties substituted by us.

COMPLAINTS. Complaints as to condition on arrival, shortage, or errors must be made within 5 days after the stock is received. We will not guarantee to make any adjustment on complaints sent us more than five days after the plants arrive. This allows our customers ample time to examine shipments and if there is anything wrong, the sooner we know it, the sooner it can be adjusted. Write us fully. If the fault is ours, we will make it right at once, and do it cheerfully. We of course cannot be responsible for the growth of plants after they reach our customers, as their growth depends on soil, care, weather, etc.—all being beyond our control.

If stock should not prove true to name, we will replace same free of charge, upon proper proof, after enough time has elapsed to prove the plants untrue to label. We are never liable for more than the first cost of the plants.

CLAIMS TO EXPRESS COMPANY. If stock arrives in poor condition, you must have the Agent note the condition and extent of damage on your Express receipt. No claim can be made to the Express Company unless this is done. Send us your receipt, with Agent's notation. This is important and must be done, or we cannot replace stock damaged in transit.

HOW TO SHIP

METHODS OF SHIPMENT. Express is the safest, and all things considered, the cheapest way of shipping plants. We will ship all plants by express, collect, unless you instruct otherwise.

If your express office is different from your post office, indicate this where noted on the order sheet. Be sure there is an express office at the destination you give.

PARCEL POST. We are now shipping a great many plants by Parcel Post and your plants are delivered at your door. Mail or Parcel Post shipments are packed in the same manner as Express shipments. All small packages that go in mail bags are wrapped in prepared paper that retains the moisture.

AMOUNT OF MONEY TO SEND FOR POSTAGE.

Inquire of your postmaster or mail carrier what zone you are in when receiving parcel post shipments from Bridgman, Michigan, our shipping point. Place your zone number in space provided on order sheet.

This will determine what zone you are in from Bridgman, and by referring to the table below you can readily determine the amount to add to your order for parcel post shipment.

Add to your

order for each

100 plants of—

Strawberries

Red Raspberries

Black Raspberries, Blackberries,

Dewberries, Grapes, etc

1st and Zone	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone	8th Zone
\$0.12	\$0.18	\$0.25	\$0.35	\$0.40	\$0.48	\$0.55	\$0.55
.15	.20	.30	.38	.45	.55		
.20	.30	.40	.65	.85	1.05	1.25	

BALDWIN'S PRICES 1923



(Note—You will find a price quoted on all quantities of less than 100. You may select 500 or more of a variety at the thousand rate. Amounts between 100 and 200 of a variety at the hundred rate, between 200 and 300 of a variety at the two hundred rate, etc. On Parcel Post shipments see page 28 for extra charge to cover postage.)

Extra Early Strawberries

	Per 25	Per 50	Per 75	Per 100	Per 200	Per 300	Per 400	Per 1000
Charles I	\$0.60	\$1.00	\$1.25	\$1.40	\$2.15	\$2.90	\$3.50	\$8.00
Premier60	1.00	1.25	1.40	2.15	2.90	3.50	8.00

Medium Early Strawberries

Dr. Burrill	\$0.50	\$0.80	\$1.00	\$1.25	\$1.85	\$2.50	\$3.10	\$7.00
Senator Dunlap40	.70	.90	1.15	1.70	2.25	2.70	6.00

Medium Late Strawberries

Gibson	\$0.50	\$0.80	\$1.00	\$1.25	\$1.85	\$2.50	\$3.10	\$7.00
Corsican65	1.10	1.25	1.50	2.40	3.25	4.00	9.00
Bun Special90	1.60	1.80	2.10	3.20	4.40	5.30	12.00

Very Late Strawberries

Aroma	\$0.60	\$1.00	\$1.25	\$1.40	\$2.15	\$2.90	\$3.50	\$8.00
Brandywine60	1.00	1.25	1.40	2.15	2.90	3.50	8.00

Everbearing Strawberries

Progressive	\$1.10	\$2.00	\$2.60	\$3.50	\$5.30	\$7.30	\$8.80	\$20.00
Champion	1.25	2.30	3.25	4.00	6.50	9.25	11.25	25.00

Raspberries

Cumberland	(Black)	\$1.00	\$1.80	\$2.50	\$3.00	\$4.80	\$6.60	\$8.00	\$18.00
Plum Farmer	(Black)	1.00	1.80	2.50	3.00	4.80	6.60	8.00	18.00
Kansas	(Black)	1.00	1.80	2.50	3.00	4.80	6.60	8.00	18.00
Gregg	(Black)	1.25	2.30	3.25	4.00	6.50	9.25	11.25	25.00
Honeysweet	(Black)	1.75	3.25	4.50	5.00	9.25	12.75	15.50	35.00
Columbian	(Purple)	1.75	3.25	4.50	5.00	9.25	12.75	15.50	35.00
King	(Red)	1.25	2.30	3.25	4.00	6.50	9.25	11.25	25.00
St. Regis	(Everbearing)	1.75	3.25	4.50	5.00	9.25	12.75	15.50	35.00
Victory	(New Red)	25c each; (New Red)	\$1.25 for 6; \$2.00 for 12; \$3.00 for 25; \$5.50 for 50; \$8.00 for 75; \$10.00 for 100; \$80.00 for 1,000.						

Dewberries

Lucretia	(Tips)	\$1.75	\$3.25	\$4.50	\$5.00	\$9.25	\$12.75	\$15.50	\$35.00
Lucretia	(Transplants)	2.50	4.75	7.00	8.50	13.30	18.25	22.20	50.00

Blackberries

Eldorado	\$1.75	\$3.25	\$4.50	\$5.00	\$9.25	\$12.75	\$15.50	\$35.00
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Asparagus

Palmetto	\$0.85	\$1.50	\$2.25	\$2.75	\$4.00	\$5.50	\$6.60	\$15.00
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Grapes

	Each	Per 6	Per 12	Per 25	per 50	Per 75	Per 100	Per 1000	
Concord, 1-yr. No. 1	(Black)	\$0.20	\$0.90	\$1.50	\$2.25	\$4.25	\$5.90	\$7.00	\$55.00
Concord, 1-yr. No. 2	(Black)15	.70	1.10	1.75	3.25	4.00	4.75	40.00
Moore's Early	(Black)40	1.75	3.35	5.00	7.50	11.25	15.00	125.00
Niagara	(White)40	1.75	3.35	5.00	7.50	11.25	15.00	125.00
Delaware	(Red)60	3.00	4.80	7.20	10.80	16.20	22.50	175.00

Special Discounts

On orders received before March 15th, with cash in full—you may deduct the following discounts:

5 per cent on orders amounting to \$25.00 to \$50.00.
10 per cent on orders amounting to \$50.00 or more.

Our Guarantee—Your Protection

We guarantee all our plants to be true to name, extra heavy rooted, freshly dug for shipment, and carefully packed in the best possible manner. Every berry plant we ship is certified free from dangerous insects and dangerously contagious tree and plant diseases by State authority.

Our careful methods of growing, packing and labeling make mistakes practically impossible. However, we recognize that mistakes may occur and upon proper proof will replace stock that is untrue to name. When our plants are not satisfactory through any fault of ours, we will make them right.

We are not responsible for failure of our plants due to delays in transportation, unfavorable weather conditions during shipment after May 1st, or after planting, or other conditions beyond our control. We are never liable for more than the first cost of plants.

BALDWIN'S



ORDER SHEET

Bridgman - - - Michigan

AMOUNT ENCLOSED \$ _____ Date _____

AMOUNT ENCLOSED \$..... **Date**

Name _____

R. F. D. or Street _____

Post Office _____ **Ship by** _____

County _____ **Parcel Post Zone** _____

State _____ **Ship about** _____

Town to Ship Express to

County Where Express Office is Located

—
—
—
—
—

Don't Forget to Include Postage on Mail Shipments, so There Will be no Delay at Shipping Time. [over]

WHAT THEY SAY

WE BELIEVE THAT A SATISFIED CUSTOMER IS OUR BEST ADVERTISER



Mr. Cramer's Field of Baldwin Plants.

EVERY BALDWIN
PLANT PRODUCED
NEARLY A QUART
OF BERRIES FOR
MR. WILSON.
(See picture).
Tecumseh, Mich.
Aug. 7, 1922.

O. A. D. Baldwin,
Bridgman, Mich.

Dear Sir:—I am sending you two photos of my strawberry patch, also giving you correctly the number of quarts picked from the 850 plants on the six rows where Mrs. Wilson and two daughters are picking. From these 850 Dr. Burrill, set out last spring (1921) there were 600 quarts picked. You will note I grow in single plant form. I have some plants that measure 42 in. in circumference.

I have had people here from Detroit, Jackson and Battle Creek, who said they never saw such a beautiful strawberry patch and such wonderful large plants. It means some hard work, but one is well repaid, not only in dollars but also in pleasure. Thanking you I remain, R. V. WILSON.

BALDWIN'S PLANTS PRODUCE FINEST STRAWBERRY PATCH IN NORTHWESTERN OHIO.
(See picture)

Mr. O. A. D. Baldwin,
Bridgman, Michigan.

Paulding, Ohio.
July 22, 1922.

July 22, 1922.

My Dear Mr. Baldwin:—I would be lacking in courtesy indeed if I did not tell you about my wonderful crop of strawberries that we picked this spring and summer. The crop was certainly wonderful, due in a way to your magnificent true-to-name strawberry plants.

Believe me, Mr. Baldwin, it is some satisfaction to deal with a man that is on the square. My strawberry patch was and is yet the finest in Northwestern Ohio. Also it was the attraction for miles around, not only in the beauty of the patch but the squareness that we used in giving everyone their money's worth. I am sending you two pictures of my patch so you can judge for yourself. I am

Respectfully yours,
SOL. G. CRAMER.



Baldwin's New-Ground Dr. Burrill in R. V. Wilson's Patch.

If you know of berry growers who would appreciate our catalog and will write their addresses below we will be glad to mail them a catalog.

Charles I

Earliest Strawberry Grown

\$1100.00 per Acre

Actual cash returns from Baldwin's New Ground Plants on the farm of Mr. Marshall Pratt, of Girard, Pa. (See copy of his letter below).

Nov. 6, 1922.

O. A. D. Baldwin,
Bridgman, Mich.

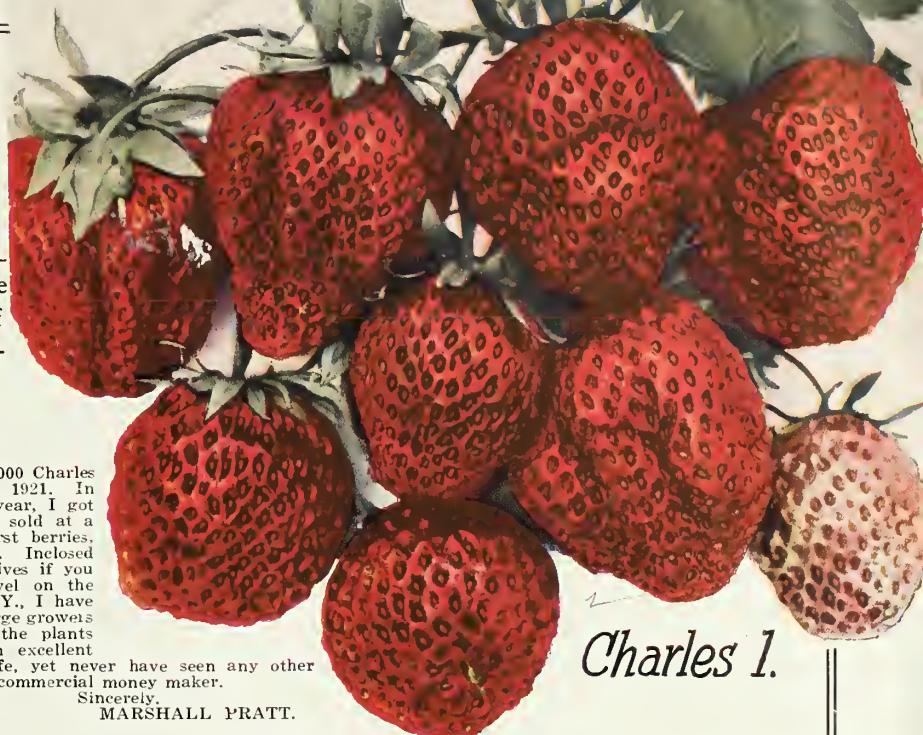
Dear Sir:—

You will find on your books an order for 10,000 Charles I, which I bought of you in the Spring of 1921. In spite of the dry season which we had that year, I got a good stand, and picked 275 bushels, which sold at a good price. I received \$7 and \$8 for the first berries, and \$3.25 a bushel was the lowest I sold at. Inclosed please find picture of the bed. I have negatives if you care for them for your catalog. As I travel on the road for a fertilizer company in Buffalo, N. Y., I have recommended your company to a great many large growers all over Pennsylvania and New York. All the plants I have ever received from you have been in excellent shape. I have grown strawberries all my life, yet never have seen any other berry that came up with your Charles I for a commercial money maker.

Sincerely,
MARSHALL PRATT.

The big money in Strawberry growing is usually made at the start of the season, before the market is overstocked. Charles I ripens nearly a week before any of the medium early varieties, and is very productive. Berries are large, regular in form and of good color and quality. The long, strong root system of Charles I plants went through the dry Summer last season better than all other varieties on our farms. Their vitality in both plant growth and production of fruit is wonderful. We are the introducers of this valuable early Strawberry. (See further description on page 8).

Price, \$8.00 per thousand.



Charles I.



Columbian

The Perfect Raspberry for Table, Canning and Pies

Every home should have a garden, and every garden should contain purple raspberries.

They are by far the finest berry grown for home use. Fruit is very large, often an inch in diameter; dark, reddish purple, with a rich, juicy pulp having a distinct flavor of its own. Every year the demand for Purple Raspberry plants has exceeded the supply. Order early. (For further description see page 13).

Price, \$5.00 per hundred; \$35.00 per thousand.

We are Members of the American Association of Nurserymen

BALDWIN

BELIEVES THAT

"He Profits Most Who Serves Best"



PREMIER
EXTRA EARLY



GIBSON
MID SEASON



AROMA
VERY LATE

Six Money Makers

These standard varieties have proven their worth in every fruit growing section. They have been successfully developed on our new ground.

Baldwin's New Ground Plants pay biggest profits.

PREMIER—The profitable extra early strawberry

Unlike most very early varieties the Premier is a heavy producer of large, firm berries. It is rapidly becoming the leading extra early variety. Premier strawberries bring top prices.

GIBSON—The best all around strawberry

Ripening over a long mid-season period and producing a wonderful crop of large, firm, well developed berries of extra quality and high color. The Gibson is the ideal variety for home or distant market.

AROMA—The big fancy late strawberry

The Aroma is exceptionally mild in flavor for a late variety. Regularly and evenly producing berries of extra size, deep, glossy red color, commanding highest prices on the market.

VICTORY—The new raspberry of extra size and quality

Growing much like the Cuthbert, produces stronger bushes and larger crops of better berries. Victory plants are perfectly hardy, originating in Northern Michigan.

CUMBERLAND—The most profitable black raspberry

Brings you a full crop every year. The berries are large, firm and of a pleasing flavor. The Cumberland bush is a very thrifty, hardy grower and most resistant to disease.

CONCORD—The standard commercial grape

A hardy, vigorous vine, producing each year large crops of firm, well filled bunches. The Concord is the finest and most profitable black grape grown.

For further particulars see description inside.

*Fresh fruit for your table all through the summer
Canned fruit for your table all through the winter*



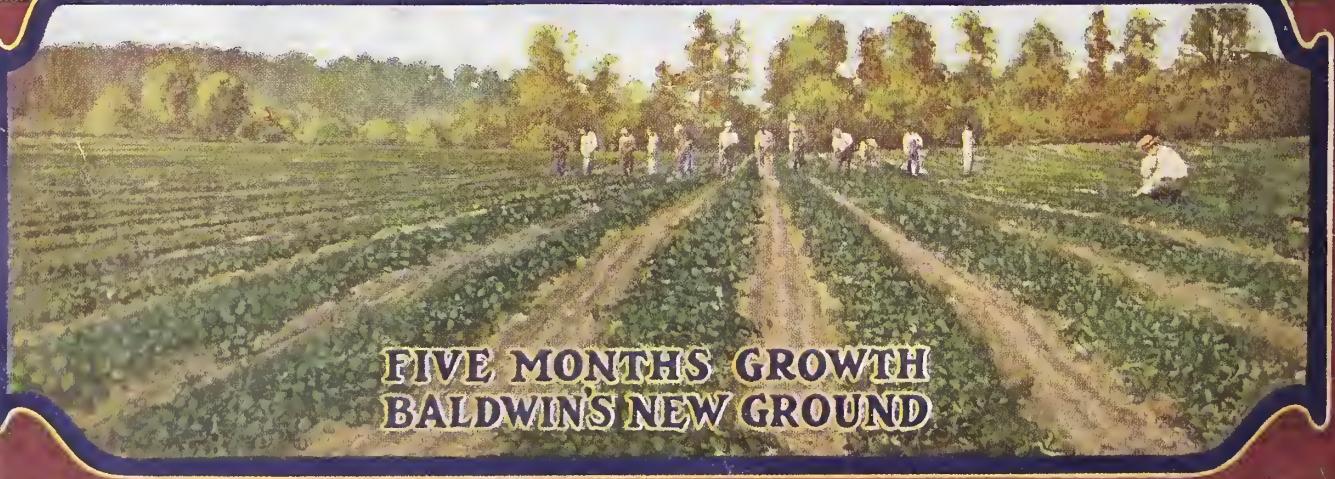
VICTORY
RED RASPBERRY



CUMBERLAND
BLACK RASPBERRY



CONCORD
GRAPE



FIVE MONTHS GROWTH
BALDWIN'S NEW GROUND